

REMARKS

By this Amendment, claims 15, 22 and 29 are amended. Claims 17-21, 24-28 and 31-37 remain in the application. Thus, claims 15, 17-22, 24-29 and 31-37 are active in the application. Reexamination and reconsideration of the application are respectfully requested.

In item 2 on page 2 of the Office Action, claims 15, 17-18, 21-22, 24-25, 28-29, 31-32 and 35-37 were rejected under 35 U.S.C. § 102(e) as being unpatentable by Katinsky et al. (U.S. 6,452,609, hereinafter “Katinsky”).

Without intending to acquiesce to this rejection, independent claims 15, 22 and 29 have each been amended to more clearly illustrate the marked differences between the present invention and the applied references. Accordingly, the Applicant submits that the present invention is patentable over the applied references for the following reasons.

In conventional broadcasting systems, services (i.e., service content) and execution data (i.e., browsers) are separately transmitted to a requesting terminal. For instance, in order to browse a particular service being broadcasted on a transmission path, a user of the requesting terminal is required to first download a browser from a separate transmission path that is specifically designed to display the particular contents of the service. In other words, the service contents are browser-specific and require the browser to be separately obtained before the service contents can be properly displayed.

A drawback of such conventional broadcasting systems is that as broadcasting becomes increasingly widespread and new formats of service contents data emerge, the user is faced with a difficulty of determining a correct browser, from among an increasing number of obtainable browsers that are specific to a particular format of service content data, in order to browse a particular service.

To overcome such a drawback, the broadcasting system and method of the present invention transmit the service content and the browser content together, as one content, on the same transmission path, and automatically install the browser content (program) on the user's terminal so as to allow the service content to be displayed properly without requiring the user to separately obtain and determine the appropriate browser in advance. Accordingly, the present invention eliminates the need for the user to determine a correct browser that is unique to particular service contents.

In particular, the storage-based broadcasting system and method of the present invention supply a plurality of user interfaces to present a plurality of services to a requesting client terminal. Each of the plurality of user interfaces is respectively unique to one of the plurality of services, which are each composed of content stored in the system.

The storage-based broadcasting system and method of the present invention transmit a browser, in a non-executable data format, as part of the content, where the browser is transmitted so as to generate one of the plurality of user interfaces. The transmitted browser is received and activated so as to execute one of the plurality of user interfaces. In the storage-based broadcasting system and method of the present invention, the one of the plurality of user interfaces is transmitted as the browser and received as at least part of the content while one of the plurality of services to which the one of the plurality of user interfaces is unique is transmitted as the remaining part of the content.

Furthermore, the storage-based broadcasting system and method of the present invention provide that a different browser is transmitted, in a non-executable data format, as at least part of the content for each of the plurality of services, respectively. As a result of this feature, the present invention provides that each received browser is automatically installed on the requesting client terminal so as to execute a respective one of the plurality of user interfaces for uniquely presenting a respective one of the plurality of services without requiring a user of the client terminal to separately obtain and determine a browser respectively corresponding to the one of the plurality of services.

Moreover, the storage-based broadcasting system and method of the present invention provide that each one of the plurality of services is uniquely presented by one of the plurality of user interfaces respectively generated by the different browser transmitted for each one of the plurality of services.

Accordingly, the storage-based broadcasting system and method of the present invention provide, *inter alia*, that a different browser is transmitted for each one of a plurality of services, and each different browser is activated and installed on a requesting client terminal so as to execute a respective one of the plurality of user interfaces for uniquely presenting a respective one of the plurality of services without requiring a user

of the client terminal to separately obtain and determine a browser respectively corresponding to the one of the plurality of services.

Independent claims 15, 22 and 29 each recite the above-described features of the present invention.

In particular, the storage-based broadcasting system of claims 15 and 29 is defined as comprising a transmission unit (transmission means) for transmitting a browser, in a non-executable data format, as part of the content, where the browser is transmitted by the transmission unit (transmission means) so as to generate one of the user interfaces. The system of claims 15 and 29 is also recited as comprising a receiving unit (receiving means) for receiving and activating the transmitted browser so as to execute the one of the plurality of user interfaces, where the one of the user interfaces is transmitted by the transmission unit (transmission means) as the browser and received by the receiving unit (receiving means) as at least part of the content while one of the plurality of services to which the one of the plurality of user interfaces is unique is transmitted as the remaining part of the content.

Furthermore, claims 15 and 29 each recite that the transmission unit (transmission means) is operable to transmit a different browser, in a non-executable data format, as at least part of the content for each one of the plurality of services, respectively. In addition, claims 15 and 29 recite that each received browser is automatically installed on the requesting client terminal so as to execute a respective one of the plurality of user interfaces for uniquely presenting a respective one of the plurality of services without requiring a user of the client terminal to separately obtain and determine a browser respectively corresponding to the one of the plurality of services.

Moreover, claims 15 and 29 recite that each one of the plurality of services is uniquely presented by one of the plurality of user interfaces respectively generated by the different browser transmitted by said transmission unit (transmission means) for each one of the plurality of services.

The method of claim 22 is recited as comprising transmitting a browser for generating one of the user interfaces, where the browser is transmitted as part of the content and in a non-executable data format. The method of claim 22 also comprises receiving the content including the transmitted browser, and activating the transmitted

browser so as to execute the one of the user interfaces. Claim 22 also recites that the one of the user interfaces is transmitted as the browser in the transmitting of the browser, and the one of the user interfaces is received in the receiving of the content as at least part of the content while one of the plurality of services to which the one of the user interfaces is unique is transmitted as the remaining part of the content.

Furthermore, the transmitting of the browser transmits a different browser, in a non-executable data format, as at least part of the content for each one of the plurality of services, respectively. In addition, claim 22 recites that each received browser is automatically installed on the requesting client terminal in the activating of the transmitted browser so as to execute a respective one of the plurality of user interfaces for uniquely presenting a respective one of the plurality of services without requiring a user of the client terminal to separately obtain and determine a browser respectively corresponding to the one of the plurality of services.

Moreover, claim 22 recites that each one of the plurality of services is uniquely presented by one of the plurality of user interfaces respectively generated by the different browser transmitted in the transmitting of the browser for each one of the plurality of services.

Accordingly, claims 15, 22 and 29 each recite that a plurality of user interfaces are supplied to a requesting client terminal to present a plurality of services, where each of the plurality of user interfaces is respectively unique to one of the plurality of services. Furthermore, claims 15, 22 and 29 also each recite transmitting a different browser for each one of the plurality of services, respectively, and receiving and activating the transmitted browser so as to execute a respective one of the plurality of user interfaces for uniquely presenting a respective one of the plurality of services on the requesting client terminal.

In addition, claims 15, 22 and 29 each recite that each one of the plurality of services is uniquely presented by one of the plurality of user interfaces respectively generated by the different browser transmitted for each one of the plurality of services.

Katinsky discloses transmitting a media access web page 10 having a media player embedded therein to a client terminal so as to present multimedia content on the client terminal. The Examiner interpreted the media access web page 10 of Katinsky as

being a user interface because the media access web page 10 allows a user to enter data, modify media play lists, manipulate media icons, etc. (see Column 2, lines 45-65, Column 3, lines 58-62, Column 4, lines 7-25, and Figures 1 and 3A-3B).

The Examiner also interpreted the media web page 10 as providing a respectively unique user interface for each of a plurality services (e.g., streaming audio or video, news, sports scores, movie listings, advertisements, etc. (see Figures 2A-C, 8A-C and 9A-C)), because a user is permitted to click on the text of a bulleted item 26 or the corresponding outline tab 28 on the media icon access panel 12 of the media access web page 10 to display a desired service. For instance, with reference to Figure 2B, Katinsky discloses that a user can click on a “news” bullet item 26 or the news outline tab 28 to display news in the media web page 10, or click on a “sports” bullet item 26 or sports outline tab 28 to display sports in the media web page 10 (see Column 4, lines 37-49).

The Examiner also interpreted the media web page 10 having the media player embedded therein as being a “browser” because the executable code of the multimedia player, upon being received at a client terminal, is executed by a browser that is already resident on the client terminal (see Column 4, lines 6-25 and Column 10, lines 17-25).

Notwithstanding the fact that the media access web page 10 of Katinsky is disclosed as being executed by a browser that is already running on the client terminal (see Column 10, lines 17-25), the Examiner has interpreted the media access web page 10 as corresponding to a “browser” because the media access web page 10 allows a user to access multimedia streams and content from a server.

Nevertheless, even with the Examiner’s unreasonably broad interpretation of the media access web page 10 as corresponding to a “browser,” the Applicant respectfully submits that Katinsky clearly does not disclose or suggest that a different browser is transmitted as at least part of the content for each one of the plurality of services, respectively. Furthermore, the Applicant respectfully submits that Katinsky clearly does not disclose or suggest that each one of the plurality of services is uniquely presented by one of the plurality of user interfaces respectively generated by the different browser transmitted for each one of the plurality of services.

Instead, while the media access web page 10 of Katinsky is disclosed as being capable of presenting a plurality of different types of services to a user of a client

terminal (e.g., streaming audio or video, news, sports scores, movie listings, advertisements, etc. (see Figures 2A-C, 8A-C and 9A-C)), all the different types of services that are presentable to a user of the client terminal are each displayed in the same “browser,” i.e., the media access web page 10.

Regardless of whether the Examiner were to interpret the media access web page 10 as providing a plurality of unique user interfaces for each of a plurality of services, the Applicant respectfully submits that Katinsky cannot be reasonably interpreted as transmitting a different browser for each one of the plurality of services. Instead, the media icon access panel 12 of the media access web page 10 of Katinsky contains the same browser regardless of the service offered to the user. For instance, throughout the disclosure of Katinsky, a media icon access panel 12 is disclosed as merely having a list of services as bulleted items 26, and subject matter tabs 22 or outline tabs 28 corresponding to the offered service. The so-called “browser” of Katinsky, however, is the same regardless of the services offered to the user, even if the Examiner were to interpret the media access web page 10 as providing a unique user interface for each service.

Moreover, the multimedia player 16 embedded in the media web page 10 is also not disclosed or suggested as being different for each one of the services offered to the user. Instead, the multimedia player 16 is merely disclosed in Katinsky as playing and controlling multimedia objects according to a defined user’s play list (see Column 4, lines 6-25), and as being executed by the browser running on the running on the client terminal to allow, in conjunction with the media access web page 10, a user of the client terminal to access multimedia streams and content from a server (see Column 10, lines 17-25).

Accordingly, Katinsky clearly does not disclose or suggest transmitting a different browser for each one of the plurality of services, respectively, and receiving and activating the transmitted browser so as to execute a respective one of the plurality of user interfaces for uniquely presenting a respective one of the plurality of services on the requesting client terminal, as recited in claims 15, 22 and 29.

Furthermore, Katinsky clearly does not disclose or suggest that each one of the plurality of services is uniquely presented by one of the plurality of user interfaces

respectively generated by the different browser transmitted for each one of the plurality of services, as recited in claims 15, 22 and 29.

Therefore, for at least the foregoing reasons, Katinsky clearly does not disclose or suggest each and every limitation of claims 15, 22 and 29.

Accordingly, claims 15, 22 and 29 are clearly not anticipated by Katinsky since Katinsky fails to disclose each and every limitation of claims 15, 22 and 29.

Furthermore, in view of the clear distinctions discussed above, the Applicant respectfully submits that one skilled in the art would not have been motivated to modify Katinsky so as to result in, or otherwise render obvious, the inventions of claims 15, 22 and 29.

In item 3 on page 6 of the Office Action, claims 19-20, 26-27 and 33-34 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Katinsky in view of Herz et al. (U.S. 5,835,087, hereinafter “Herz”).

As demonstrated above, Katinsky clearly fails to disclose or suggest each and every limitation of claims 15, 22 and 29.

Similar to Katinsky, Herz also fails to disclose or suggest transmitting a different browser for each one of the plurality of services, respectively, and receiving and activating the transmitted browser so as to execute a respective one of the plurality of user interfaces for uniquely presenting a respective one of the plurality of services on the requesting client terminal, as recited in claims 15, 22 and 29. Furthermore, Herz clearly does not disclose or suggest that each one of the plurality of services is uniquely presented by one of the plurality of user interfaces respectively generated by the different browser transmitted for each one of the plurality of services, as recited in claims 15, 22 and 29.

Therefore, no obvious combination of Katinsky and Herz would result in the inventions of claims 15, 22 and 29 since Katinsky and Herz, either individually or in combination, clearly fail to disclose or suggest each and every limitation of claims 15, 22 and 29.

Furthermore, it is submitted that the clear distinctions discussed above are such that a person having ordinary skill in the art at the time the invention was made would not

have been motivated to modify Katinsky and Herz in such as manner as to result in, or otherwise render obvious, the present invention as recited in claims 15, 22 and 29.

Therefore, it is submitted that the claims 15, 22 and 29, as well as claims 17-21, 24-28 and 31-37 which depend therefrom, are clearly allowable over the prior art as applied by the Examiner.


In view of the foregoing amendments and remarks, it is respectfully submitted that the present application is clearly in condition for allowance. An early notice thereof is respectfully solicited.

If, after reviewing this Amendment, the Examiner feels there are any issues remaining which must be resolved before the application can be passed to issue, the Examiner is respectfully requested to contact the undersigned by telephone in order to resolve such issues.

A fee and a Petition for a two-month Extension of Time are filed herewith pursuant to 37 CFR § 1.136(a).

Respectfully submitted,

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